

ANALYZING THE TREND OF LOGO DESIGN OF NORTH SULAWESI LOCAL CULINARY STARTUPS*ANALISIS TREN DESAIN LOGO STARTUP KULINER LOKAL SULAWESI UTARA*

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Abstract: Marketing and advertising trends, go in and out of style with the seasons and the years. In decades past, advertisements were once created entirely out of text. But as cameras got better, printers more detailed, and digital marketing came to the forefront, advertising shifted to a visual medium. In a general overview of the top companies in the U.S., there seems to have been a shift towards more simplistic even minimalist design practices. In trying to objectively measure a design, there are many factors to consider if one wishes to categorize simple versus complex. Through the use of a visual content analysis, this study explored the evolution of 20 of the top U.S. companies' logos over the course of four different design iterations. In comparing logo design trends over time, this study examined simplicity as a function of several different design variables, as well as textual elements used with these company logos. Due to the exploratory nature of this study, portions of this particular study were unable to assert with statistical relevance that visual design variables were a factor in this simplification. However, it was discovered that textual elements, as a portion of the logo, were changing in terms of the number of characters used within the design. Although this study was unable to support several of the initial assumptions the researcher held, it does provide a valuable framework for further research.

Keyword: *trend, startup, logo, design*

Abstrak: *Tren pemasaran dan periklanan, masuk dan keluar dari gaya dengan musim dan tahun. Dalam beberapa dekade terakhir, iklan pernah dibuat seluruhnya dari teks. Tetapi ketika kamera menjadi lebih baik, printer menjadi lebih detail, dan pemasaran digital menjadi yang terdepan, iklan bergeser ke media visual. Dalam gambaran umum tentang perusahaan-perusahaan top di AS, tampaknya telah terjadi pergeseran ke arah praktik desain yang lebih sederhana bahkan minimalis. Dalam mencoba mengukur desain secara objektif, ada banyak faktor yang perlu dipertimbangkan jika seseorang ingin mengkategorikan sederhana versus kompleks. Melalui penggunaan analisis konten visual, penelitian ini mengeksplorasi evolusi 20 logo perusahaan AS teratas selama empat iterasi desain yang berbeda. Dalam membandingkan tren desain logo dari waktu ke waktu, penelitian ini menguji kesederhanaan sebagai fungsi dari beberapa variabel desain yang berbeda, serta elemen tekstual yang digunakan dengan logo perusahaan tersebut. Karena sifat eksploratif dari studi ini, bagian dari studi khusus ini tidak dapat menegaskan dengan relevansi statistik bahwa variabel desain visual merupakan faktor dalam penyederhanaan ini. Namun, ditemukan bahwa elemen tekstual, sebagai bagian dari logo, berubah dalam hal jumlah karakter yang digunakan dalam desain. Meskipun penelitian ini tidak dapat mendukung beberapa asumsi awal yang dipegang oleh peneliti, penelitian ini memberikan kerangka kerja yang berharga untuk penelitian lebih lanjut.*

Kata Kunci: *tren, startup, logo, desain*

INTRODUCTION

Research Background

A business will not be separated from branding. One of the brandings of the company is the logo. A logo is a picture or drawing that is used by a person, group, or company to mark who they are. A wordmark, or 'logotype', is a logo made entirely of a word or words. It is usually the name of a product or organization. A company or group can use a 'logo' on the things that they make, like on the things they sell, on letters, and in advertisements. When a person sees the logo picture, that person knows that the thing they see the logo on came from that company. Logos can have letters and words in them. Many logos have the name of the company or group in them. Most logos are very simple drawings with only a small number of colors. Some logos are only in black and white. In many countries, companies and groups should tell their country's government about the logo they are using. If they do this, the government can help stop a different company or group from using the same logo, so that everyone can be sure that the logo is only used by the people who used it first. This is sometimes called a 'trademark'.

As a form of corporate identity, the logo serves as an identification, which is capable of forming and imparting an image to the audience. With this image the logo becomes a symbol of guarantee for the product / service offered. In the concept of identity about logos, names and logos become the main identity, therefore the logo is the spearhead of the strategy image formation. The logo will always appear as the personal face of the company, wherever he has to appear, from media stationery, promotional facilities, to interiors company, uniform, even become a symbol of corporate culture. So do not be surprised if in the design, the logo is made in such a way hope a positive image.

The development of the competitive era pushed companies to compete in designing the best and most attractive logos for their companies. Even large companies are not half-hearted to spend money only to design a logo. The company will be very careful in designing a logo. The logo is not only an attractive advertisement to attract consumers but also is the identity of the company itself. The phenomenon of companies paying graphic designers for logos with fantastic value has already occurred in Indonesia, even state-owned companies. In 2008 Mandiri Bank changed its logo which has been used for more than 10 years. Mandiri Bank spent around IDR 15 billion to replace the logo. In 2005, the Pertamina Company replaced its 35-year-old logo. The making of the new logo of the Pertamina Company is reported to have reached USD 350,000 or at the current exchange rate of IDR 4.6 billion. From some of these examples, it appears that the logo is very important for branding and marketing for a company. Companies must know the logo trends that occur in an area because a logo is the strongest visual brand identity and becomes the image of the company. If the company does not follow the logo trend, the company will be outdated and consumers will not identify themselves with the company's identity, causing the company to lose consumers.

For new startups, starting from a large company is the right thing to do. In North Sulawesi itself, there are many startup companies that have started to grow rapidly, especially in the culinary field. Currently coffee shops and dessert figures dominate the market, so a lot of entrepreneurs have flocked to open startups in this field. Nowadays because sales technology is getting easier, so there is an increase in consumer purchases. With the improvement of technology and consumer purchase, brand identity becomes very crucial because customers tend to see visual identity via the internet, whether the product being sold looks good, can be trusted, or vice versa. This makes this discussion as urgent as material for research. This study will analyze the role of logos and to better understand the elements of a successful logo design, enhancing an effective corporate visual identity in North Sulawesi by breaking it down into its analyzable components. Researchers will focus more on analyzing the culinary business in North Sulawesi because the culinary business is currently booming.

Research Objectives

The objective that is going to be accomplished by this research is to analyze the local startup culinary logo in North Sulawesi.

THEORETICAL FRAMEWORK

Marketing

Definition of marketing according to Kotler (1997) is a social process and managerial in which individuals and groups get what they need and want by creating, offering, and exchanging products with other parties. The definition according to Harper (2000), marketing is "A social process that involves important activities enable

individuals and companies to get what they need and want through exchange with other parties and to developing exchange relations." This definition explains that marketing is a process of business activities to carry out strategic plans that lead to the fulfillment of consumer needs through exchanges with other parties.

Marketing Mix

Marketing involves a number of activities. To begin with, an organization can decide on the target customer group to be served. According to Kotler and Armstrong (2008), marketing mix is a set of controllable variables that companies can use to influence buyer responses. Variables that can be controlled in this context refer to 4 'P' [product, price, place (distribution), and promotion]. Each company strives to build a 4'P composition, which can create the highest level of customer satisfaction and at the same time fulfill its organizational goals. Every producer or company that wants to apply the marketing mix, must consider the needs of target customers. The marketing mix varies from one organization to another depending on available resources and marketing objectives.

Product

According to Stanton (1964), product is a set of tangible and intangible attributes including packaging, color, price, manufacturer's prestige, retailer's prestige and manufacturer's and retailer's services which buyer may accept as offering the satisfaction of wants and services. According to McCarthy (1960), a product was more than just a physical product with its related functional and aesthetic features. The categories of a product are accessories, installation, instructions on how to use, the package, perhaps a brand name, which fulfills some psychological needs and the assurances that service facilities will be available to meet the customer needs after the purchase.

Brand

The American Marketing Association defines a brand as a name, term, design, symbol, or other feature that identifies one seller's goods or services as different from other sellers. According to Kotler and Armstrong (2007), brands are names, terms, signs, symbols, or designs, or a combination of them intended to identify goods and services from one seller or group of sellers and to distinguish them from competitors. According to Kotler (2000), brands are complex symbols that can convey up to six levels of meaning: attributes, benefits, value, culture, personality, users

Brand Identity

According to Aaker (2008), brand identity is a unique brand association show promise to consumers. In order to be effective, brand identity need to interact so as to form perceptions in the minds of consumers, thus differentiating the brand from competitors, and form the basis of the strategy the next brand. According to Amazon CEO Jeff Bezos, brand identity is everything other people say about our products. Apart from being closely related to logo design, brand identity is also closely related to the company's voice. Put simply, the company's voice is all consumers' emotional understanding of the character of your brand. Emotional in question is the impression of the product in the eyes of consumers such as being stiff, relaxed, serious, happy, angry, and so on.

Logo Design

A logo is a real thing as a reflection of things that are non-visual from a company, for example, a culture of behavior, attitudes, personality, which is poured in a visual form (Suwardikun, 2000). According to Van der Lans et al (2009) on Cross-National Logo Evaluation Analysis: An Individual-Level Approach Journal, a good logo must have five indicators, namely: elaborateness, naturalness, harmony, repetition, proportion.

Place Branding

A place brand is a network of associations in the place consumers' minds based on the visual, verbal, and behavioral expression of a place and its' stakeholders. These associations differ in their influence within the network and importance for the place consumers' attitudes and behavior (Zenker & Braun, 2017). These associations differ in their influence within the network and importance for the place consumers' attitudes and behavior.

Start Up

According to Kiwe (2018), in the beginning a startup was just a business entity for services and products that were sought after and needed by many people with a small market reach. According to cohive.space, the company's criteria can be said to be a startup, namely: the company is less than three years old, the number of employees is less than 20 people, in terms of annual income, it is less than USD100.000 or IDR 1.35 billion per year.

Trend

According to Maryati (2010), a trend is a movement (tendency) up or down in the long term, that is obtained from the average change over time. According to Narafin (2013), forecasting revenue (sales) is an activity process estimate the products that will be sold or rented in the future 10 will come under certain circumstances and are based on historical data that has happened or may happen.

Previous Research

Henrik Hagtvedt (2011). This research investigates the influence of incomplete typeface logos on consumer perceptions of the firm. In these logos, parts of the characters in the company name are intentionally missing or blanked out, giving rise to a form of perceptual ambiguity. Three studies demonstrate that although incomplete typeface logos have an unfavorable influence on perceived firm trustworthiness, they have a favorable influence on perceived firm innovativeness. The former influence is tied to the logo's perceived clarity, while the latter influence is tied to its perceived interestingness. Furthermore, incomplete typeface logos have an unfavorable influence on overall attitude toward the firm, but only for consumers with the prevention, rather than promotion, focus. These findings suggest that firms should avoid incomplete typeface logos if perceptions of trustworthiness are critical or if consumers are likely to have a prevention focus. However, such logos may be successfully employed with promotion-focused consumers, and they may be used as a tool to position a firm as innovative.

Ralf van der Lans, Joseph A. Cote, Catherine A. Cole, Siew Meng Leong, Ale Smidts, Pamela W. Henderson, Christian Bluemelhuber, Paul A. Bottomley, John R. Doyle, Alexander Fedorikhin, Janakiraman Moorthy, B. Ramaseshan, and Bernd H. Schmitt (2009). The universality of design perception and response is tested using data collected from 10 countries: Argentina, Australia, China, Germany, Great Britain, India, The Netherlands, Russia, Singapore, and the United States. A Bayesian, finite-mixture, structural equation model is developed that identifies latent logo clusters while accounting for heterogeneity in evaluations. The concomitant variable approach allows cluster probabilities to be country-specific. Rather than a priori defined clusters, our procedure provides a posteriori cross-national logo clusters based on consumer response similarity. Our model reduces the 10 countries to three cross-national clusters that respond differently to logo design dimensions: The West, Asia, and Russia. The dimensions underlying design are found to be similar across countries, suggesting that elaborateness, naturalness, and harmony are universal design dimensions. Responses (affect, shared meaning, subjective familiarity, and true and false recognition) to logo design dimensions (elaborateness, naturalness, and harmony) and elements (repetition, proportion, and parallelism) are also relatively consistent, although we find minor differences across clusters. Our results suggest that managers can implement a global logo strategy, but they also can optimize logos for specific countries if desired.

Pamela W. Henderson and Joseph A. Cote (1998). The authors develop guidelines to assist managers in selecting or modifying logos to achieve their corporate image goals. An empirical analysis of 195 logos, calibrated on 13 design characteristics, identified logos that meet high recognition, low-investment, and high-image communication objectives. High-recognition logos (accurate recognition created by high investment) should be very natural, very harmonious, and moderately elaborate. Low-investment logos (false sense of knowing and positive affect) should be less natural and very harmonious. High image logos (professional look and strong positive image) must be moderately elaborate and natural. The authors illustrate the guidelines with real logos.

RESEARCH METHOD

Research Approach

This research uses a qualitative method to analyze the trend of the culinary local startup logo in North Sulawesi. According to Punch (1998), qualitative research is empirical research where the data are not in the form of numbers. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection

of a variety of empirical materials (case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts) that describe routine and problematic moments and meanings in individual's lives.

Population, Sample and Sampling Technique

The target population and sample are explained below, include the sampling technique and sampling size, in order to describe the respondents or informants criteria before doing the research.

Data Collection Method

Data collection method is important by providing useful information to understand the process before gaining the result. Data collection method divided into primary and secondary.

Data Analysis Method

In this qualitative data analysis, there is a detailed explanation of the process after collecting the data to get a conclusion, According to Miles and Huberman in Sekaran and Bougie (2010), there are generally steps in qualitative data analysis: In qualitative research, analyzing data does not use statistical measurements because it is a type of research that develops theoretical concepts. Data analysis is the process of systematic searching and organizing interview transcripts, field notes, and other materials that have accumulated to enhance their understanding and enable researchers to present their results to others. Qualitative data analysis is a typical inductive that when data is collected, the next step is the data that will be developed to find patterns or models.

Content Analysis

Content analysis is defined as the systematic reading of a body of texts, images, and symbolic matter, not necessarily from an author's or user's perspective (Krippendorff, 2004). Content analysis is distinguished from other kinds of social science research in that it does not require the collection of data from people. Like documentary research, content analysis is the study of recorded information, or information which has been recorded in texts, media, or physical items. And there are several steps in conducting a content analysis method: Identify and Collect Data, Determine Categories, Code the Data, and Analyze and Present Results.

RESULT AND DISCUSSION

Result

The result contains explanation in detail about the information that has been gained from the informants through in-depth content analysis.

Description of Research Object

The specific object and selected respondent of this research represent the local startup culinary logo in North Sulawesi.

Description of Research Respondent

In the table below is the list of local startup business of this research with their information.

Table 1. List of Informants

No	Name	Business Description	Location
1	Bonbon	Banana Nuggets/Cookies	Manado, Kotamobagu, Bitung
2	Brownice	Drink	Manado
3	Kedai Salad	Salad/Dessert	Manado
4	YumYum	Dessert	Manado
5	Savona Dessert	Dessert	Manado, Bitung
6	Christine Klappertart	Dessert/Klappertart	Manado
7	Nancy Bakery	Bakery	Manado
8	It's Boba!	Drink	Manado, Tomohon
9	Pork Bowl Manado	Food	Manado
10	Grill House Manado	Korean BBQ/Food	Manado

11	Wine Manado	Wine/Drink	Manado
12	BBQ Manado	Korean BBQ/Food	Manado
13	Hogworth	Korean BBQ/Food	Manado
14	Pulang Coffee Shop	Coffee/Drink and Food	Manado
15	Moffe Coffee Store	Coffee/Drink and Food	Manado
16	Fellow Coffee	Coffee/Drink and Food	Manado
17	Beejie Coffee	Coffee/Drink and Food	Manado
18	M. Coffee	Coffee/Drink and Food	Manado
19	Abang Kumis Coffee	Coffee/Drink and Food	Manado
20	Black Cup Coffe	Coffee/Drink and Food	Manado
21	Fruit Box Manado	Salad/Dessert	Manado
22	Kopi Boxx Coffee Brewers	Coffee/Drink and Food	Manado
23	Coffe Bengkel	Coffee/Drink and Food	Airmadidi
24	Kaffecino Coffeehouse	Coffee/Drink	Manado
25	Cousin Coffe	Coffee/Drink	Tomohon
26	Esspecto Coffe	Coffee/Drink	Tondano
27	Verel Cake and Bakery	Cake/Bakery	Pineleng
28	Cella Bakery	Bakery and Food	Manado
29	Anna Bakery	Bakery and Food	Manado
30	Nomad Coffeeshop	Coffee/Drink	Manado
31	Yoi Drink	Drink	Manado
32	Hapa Kitchen and Bakery	Food and Bakery	Manado
33	Etsuko Kitchen	Cake	Manado
34	Donat Lumer by Laura	Cookies	Manado
35	Kukis Kampung	Cookies	Manado
36	Dapur Ma'Ecka	Food	Manado
37	Mom and Me Kitchen	Dessert and Food	Manado
38	Bancos	Banana Nuggets/Cookies	Airmadidi
39	Cendol Barol	Drink	Manado
40	Vilo Stressed	Salad/Dessert	Manado, Tomohon
41	Sweet Love Dessert Box	Dessert	Manado
42	Bethlehem Bakery	Bakery	Kaasar
43	Enak Dessert	Dessert	Manado
44	Dessert O'clock	Dessert	Manado
45	Bettersweet By Putri	Dessert	Manado
46	Fakboi Food	Food	Manado
47	Qitta Punya Dimsum	Food	Manado
48	Ladeli Kitchen	Pudding/Dessert	Manado
49	Folcis Pudding	Pudding/Dessert	Manado
50	Kimbap Jo	Food	Manado

Source: Data Process (2021)

Description of Research Variable

This research has five variables as the analysis components of local startup culinary logo in North Sulawesi. The five variables are Elaborateness, Naturalness, Harmony, Repetition, and Proportion. Elaborateness captures the concept of design richness and the ability to use plain lines to capture the essence of an object. It comprises the elements of complexity, activeness, and depth. Naturalness reflects the degree to which the design depicts commonly experienced objects. It comprises the elements of representativeness and organicity. Harmony is a congruent pattern or arrangement of parts that combine the elements of symmetry and balance. Repetition is the iterative use of design parts that are similar or identical to each other—unless they are simply part of a larger whole (e.g., branches on a tree). Last is a Proportion. Proportion is the relationship between the horizontal and vertical dimensions.

Discussion

Implication of Research Result

Logo especially culinary logo is interesting to be researched because a logo is an image that represents the identity of a business or company. A logo is a language that communicates to consumers and others, independent of verbal information. Hence, it is critical that marketing managers and scholars understand design's impact on viewers. In general, visual information is processed differently from, faster than, and independent of verbal information (Edell and Staelin, 1983). In addition, visual information can trigger effects prior to cognitive processing (Lutz and Lutz, 1977). A quality and professional company logo design is very important to differentiate a company and give a company a unique identity. The author properly implements the notion of a logo which consist precisely of five key aspects, namely: Elaborateness, Naturalness, Harmony, Repetition, and Proportion as a specific reference for analyzing the trend of local startup culinary logo in North Sulawesi.

Elaborateness

Elaborateness includes three subcategories: complexity, activity, and depth. Complexity can be a result of imbalance or asymmetry, but also includes the combination of many design elements and arrangements. Activity refers to designs that give the impression of motion or flow (Henderson & Cote, 1998). The use of lines, both literal and implied, can also create a sense of activity within an image, for example showing the arched lines of a bouncing ball or marking out a route on a map from one location to another. Depth is another self-explanatory feature in which the logo creates a sense of dimension, rather than being entirely two-dimensional and flat in design. The figure-ground law of Gestalt theory is very similarly aligned with depth. Based on the above definition, the researcher examined 50 samples of this local start-up culinary logo, North Sulawesi. The results show that not all of the 50 logos studied met the indicators of elaborateness. As in the complexity indicators, there are only 36 logos that meet and 24 logos that do not meet the complexity indicator. This is because the logos are not made in complexity by using various complex elements, and do not have the quality of the meaning of the different parts that make up the logos above which contain the natural value of the logo. The depth indicator 42 logos have this indicator while the other 8 logos do not. This is because these logos do not give a perspective view or show a three-dimensional design. What's interesting is that of the 50 logos that are sampled, all of them can fulfill this active indicator because all logos have a design that gives the impression of motion or flow. So there are 36 logos that meet the complexity indicator, 24 logos that meet the indicator depth, and 50 logos that meet the active indicator, so it can be seen that the average logos in North Sulawesi are still quite legible and memorable in society.

Naturalness

Naturalness is a factor describing the degree to which the design depicts commonly experienced objects (Henderson & Cote, 1998). For example, a maple leaf is far more natural than concentric geometric shapes because it occurs naturally. Naturalness is further divided into the subcategories of representative and organic. Representative is akin to realism. An organic design uses natural curves and arcs, such as those that appear more commonly in nature. Based on the above definition, the researcher examined 50 samples of this local start-up culinary logo, North Sulawesi. The results show that not all of the 50 logos studied met the indicators of naturalness. As in the representativeness indicator, there are only 42 logos that meet and 8 logos that do not meet the representativeness indicator. This is because these logos are not created by filling in the representativeness element where representativeness is the degree of realism in a design. This occurs when the elements of an object are filtered to their most distinctive features. On the organicity indicator even only 39 logos meet this indicator. This is because the logos do not refer to natural shapes as opposed to angular and abstract designs. So there are 42 logos that meet the representativeness indicator and 39 logos that meet the organic indicator, so it can be seen that the logos in North Sulawesi on average can represent the company's image in society.

Harmony

Harmony includes the subcategories of balance and symmetry. Balance considers the use of a central focal point with equal weights of visual elements used. Balance can include the use of symmetry. Symmetry is taken directly from the Gestalt laws and uses an axis point to reflect a perfect mirror of the other half of the image. Images that do not follow a mirrored axis are considered to be asymmetrical. Based on the above definition, the researcher examined 50 samples of this local culinary logo startup in North Sulawesi. The result shows that not all of the 50 logos studied to meet the indicators of harmony. As in the balance indicator, there are only 39 logos that meet the indicators and 11 logos that do not meet the indicator. This is because the 39 logos do not capture

the idea that there is a central suspension between two loads or parts of the design. But what's interesting is that the 50 logos sampled have filled the symmetry indicator, which shows that each of the 50 logos above appears as a reflection along one (or more) axes. So there are 39 logos that meet the balance indicator and 50 logos that meet the symmetry indicator, so it appears that the average logo in North Sulawesi is quite good and comfortable to look at.

Repetition

Repetition designs use similar elements throughout a design, but they are not necessarily parallel or organized. Repetition refers to the use of similar design elements repeated more than once within a design. Based on the above definition, the researcher examined 50 samples of this local culinary logo startup in North Sulawesi. The results show that not all of the 50 logos studied had repetition in their logos. Only 25 logos do repetition in their logos while 25 don't. This is a very balanced result as the ratio is 50:50. This shows that only half of the start-ups in North Sulawesi are implementing the repetition indicator on their logo.

Proportionate

Proportionate is the relationship between the horizontal and vertical dimensions (Henderson & Cote, 1998) and can be further explained through the use of the Golden Ratio. Although research has proven inconclusive concerning the Golden Ratio, it is suggested that imagery using this proportion is perceived as more appealing. Proportion refers to theories of the golden section/golden mean and the relationship between vertical and horizontal sections. Based on the above definition, the researcher examined 50 samples of this local culinary logo startup in North Sulawesi. The results show that of the 50 logos studied, 26 logos are square, 12 are circular, 6 are abstract, 3 are rectangular, 1 are elliptical, 1 is in the shape of multiple stars and one is almost pentagon. This shows that the square shape is the most commonly used form of start-up culinary logos in North Sulawesi.

CONCLUSION AND RECOMMENDATIONS

Conclusion

From the results of the content analysis research above, it can be seen that the logos in North Sulawesi are very varied. However, from the results of this study we conclude that the trend of local start-up culinary logos in North Sulawesi tends to be in a perfect circle with a harmonious and natural taste. This logo also gives an active impression to potential customers. With an active logo with a harmonious and natural flavor, most of the North Sulawesi logos are able to attract potential consumers to buy products from the company just by looking at the logo. The thing that triggers a natural feeling in the logo is that when you see most of the logos for culinary startups in North Sulawesi, they can immediately perceive that the ingredients used by the company are natural ingredients. For those that trigger a sense of harmony in the culinary startup logo in North Sulawesi because when people see the logos of some of these culinary startup samples they can immediately form the perception that the products of this company are very balanced and feel perfect so that from here they can promote a professional company image. In the end, the presence of a logo in a startup is to become the face of the company and make people immediately remember the products of a startup just by looking at the logo.

Recommendations

This research was conducted to determine the trend of local start-up culinary logos in North Sulawesi and to help guide or review potential entrepreneurs who want to create start-ups in North Sulawesi and even startup entrepreneurs in North Sulawesi who are temporarily developing their business to see the actual logo like what can attract potential customers in North Sulawesi. From the research results and conclusions, here are some recommendations for aspiring entrepreneurs who will start culinary start-ups, local culinary start-up businesses that are already running, and future researchers who want to carry out similar research.

1. For prospective local entrepreneurs who will start a start-up in the culinary field. The author suggests that prospective entrepreneurs who will start a startup in the culinary field because they already know the local start-up culinary trend, the logo can be used as a reference for making your company logo so as not to repeat the mistakes of previous entrepreneurs who don't know the local startup culinary logo trend in North Sulawesi.
2. For local culinary start-up businesses that are already running. The author recommends paying attention to aspects that are still lacking in the start-up company logo so that you can do debranding by paying attention to aspects that are less such as elaborateness and repetition.

3. For Next Researchers. Based on the results of this study, I recommend that further research be carried out on how to carry out the debranding process for companies that do not yet have the five aspects of a good logo by using this research as one of the basic sources.

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